

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Joern Mika Art Unit : Unknown  
Patent No. : 7,260,783 Examiner : Tadesse Hailu  
Issue Date : August 21, 2007 Conf. No. : 8284  
Serial No. : 10/615,593  
Filed : July 8, 2003  
Title : SYSTEM AND METHOD FOR DELIVERING TARGETED CONTENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## REVOCATION AND NEW POWER OF ATTORNEY

Under 37 CFR §3.73(b) Google Inc., a Delaware corporation, certifies that it is the assignee of 100% of the right, title and interest in the patent application identified above by virtue of an assignment from the inventors of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel 023085, Frame 0743 on August 13, 2009.

The undersigned, acting on behalf of the assignee, is empowered to act on behalf of the assignee and hereby revokes all powers of attorney previously granted in the application and appoints the practitioners associated with:

PTO Customer Number: 36192

with full power of substitution and revocation, to prosecute the application and to transact all business in the United States Patent and Trademark Office connected therewith.

All correspondence regarding the application should be sent to:

PTO Customer Number: 26192

Direct all telephone calls to John F. Hayden, Reg. No. 37,640, at telephone number (202) 783-5070.

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Attorney's Docket No.: 16113-1362001

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

Respectfully submitted,

Date: August 26, 2009

Name: Donald Harrison

Title: Assistant Secretary and  
Deputy General Counsel

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